

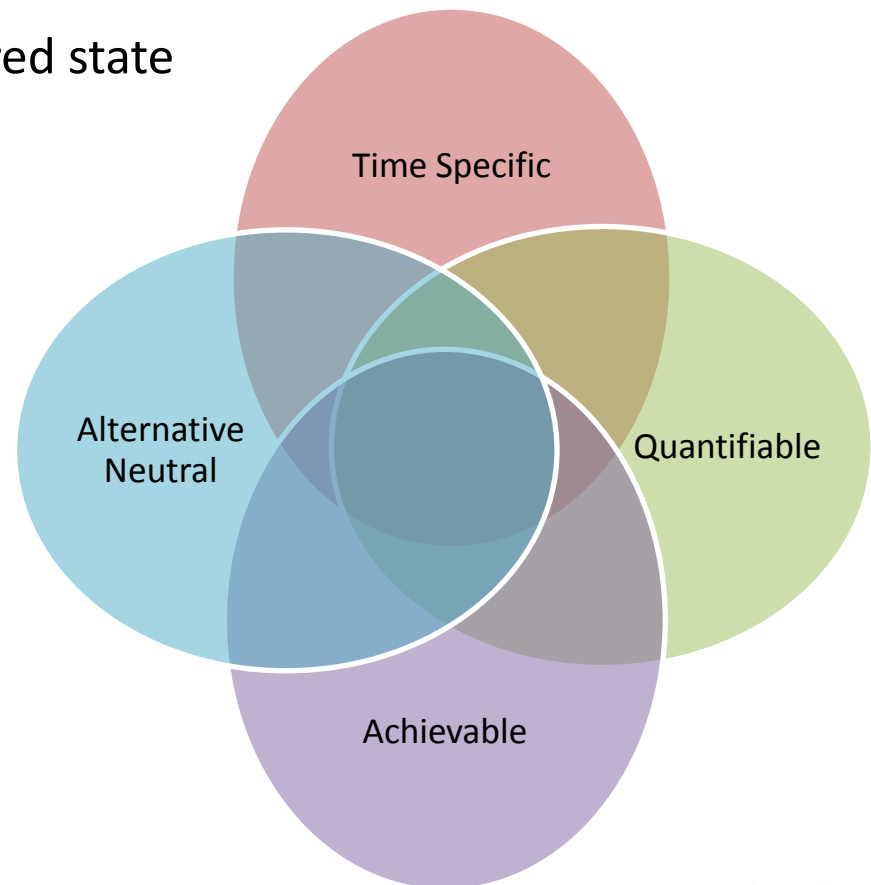
Montgomery County **RAPID TRANSIT**

BRT CORRIDOR STUDIES



What are Goals, Objectives, and Evaluation Measures?

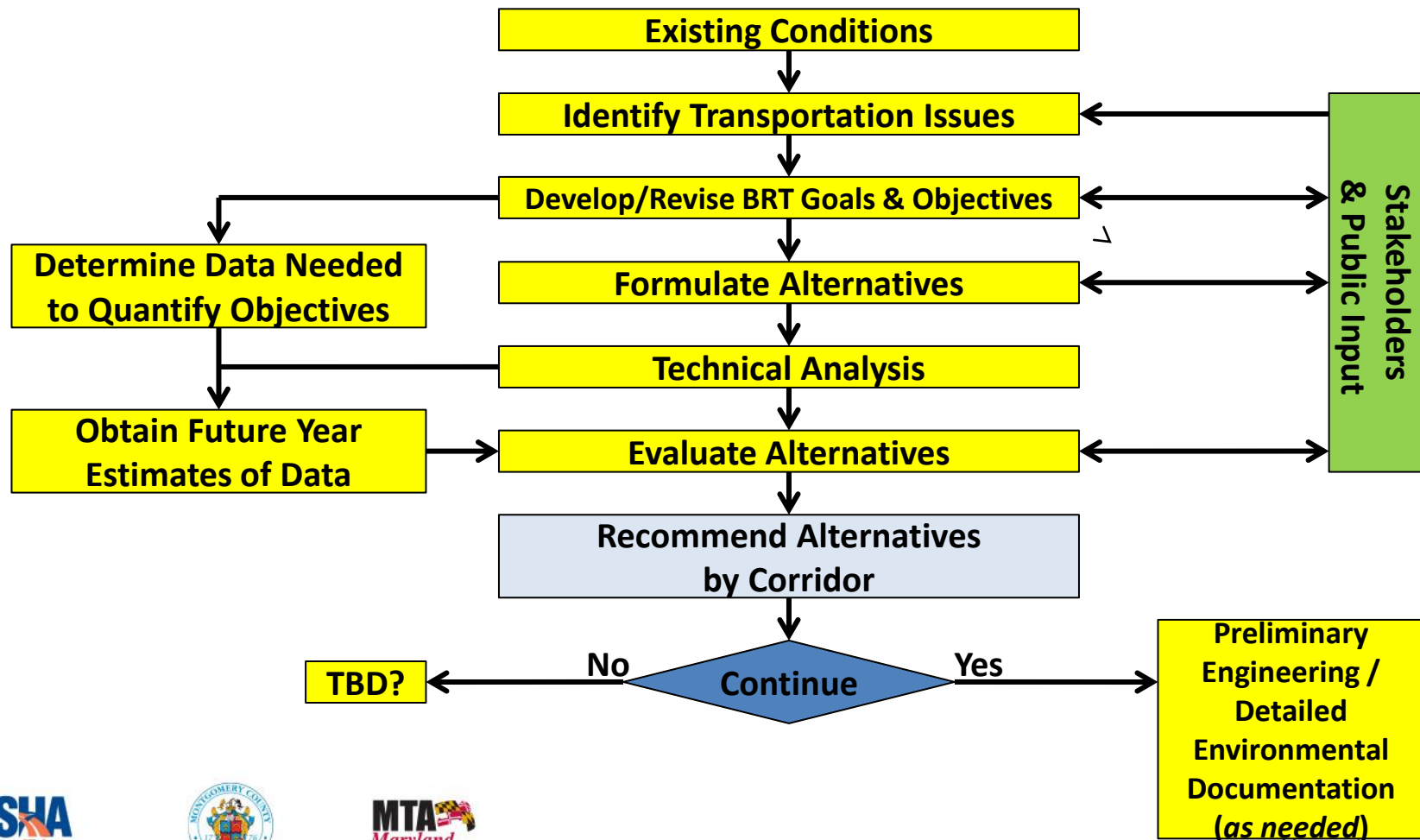
- Goals are broad statements of a desired state
- Objectives are specific statements that describe the desired outcome
 - Quantifiable
 - Time specific
 - Achievable
 - Should not prejudice one improvement over another
- Evaluation measures are used to quantify objectives




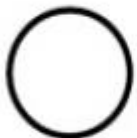
















The Role of Goals, Objectives, and Evaluation Measures

- Provide framework for evaluating alternatives
- Early involvement leads to more likely stakeholder and public concurrence with results of study
- Evaluation measures are used to evaluate alternatives
- Data requirements for quantifying evaluation measures should be established early on in the study
- *NOTE: Not all evaluation measures may be available for all phases of study; dependent on data availability*

Development Process for Goals, Objectives, and Evaluation Measures



Example Tradeoff Analysis Framework

Performance		Alternative					
#	Measure of Effectiveness	No	TSM	Alt.	Alt.	Alt.	Alt.
<p><i>Does Not Meet Objective</i>  <i>Meets Objective</i></p> <p>      </p>							
4.2	Encourage more trips by alternative modes to support development in the master plan						
5.2	Minimize private property requirements outside of the Master Plan right of way						

Vision Statement

Increase the extent of high-quality transit service to Montgomery County's most densely developed areas, areas planned for redevelopment, and areas planned for new dense development. As parts of the County urbanize, high quality transit will provide the service needed to move more people to and from jobs, homes, shopping, and entertainment areas, and will enhance the quality of life of people who live or work in the County. Use public rights-of-way more efficiently to support economic development in an environmentally sustainable way, and in a way that preserves existing communities.

Goal 1

Improve competitiveness of transit

Objectives

1. Make trips by transit faster
2. Make door-to-door transit travel time competitive with door-to-door automobile travel time
3. Increase transit ridership

Goal 2

Provide an adequate⁽ⁱ⁾ level of service for all modes

Objectives

1. Serve as many travelers as possible by efficiently utilizing the existing right of way
2. Provide adequate travel times for automobile and transit users
3. Minimize increased travel time by automobile
4. Enhance pedestrian and bicycle options in the corridors

(i) Adequacy is defined by Montgomery County's Adequate Public Facilities Ordinance, Chapter 50-35(k) - Subdivision of Land of the Montgomery County Code.

Goal 3

Improve Montgomery County resident's quality of life by improving transit options⁽ⁱⁱ⁾

Objectives

1. Provide premium transit service convenient to households and jobs within the corridor
2. Make the transfer between premium bus and rail transit direct
3. Provide an appealing transit service that will attract new riders
4. Engage public in the process

} May not be
measurable
in Phase 1

⁽ⁱⁱ⁾ ***Improve transit options could include improved local service, improved express services, BRT, etc.***

Goal 4

Provide improved transportation services that support transit oriented development

Objectives

1. Improve alternative transportation service to and between activity centers
2. Increase trips by alternative modes to support development in the master plan

Goal 5

Provide environmentally sustainable transportation options

Objectives

1. Serve residents with low incomes who rely on transit
2. Minimize private property requirements outside of the Master Plan right of way
3. Maintain environmental quality

Goal 6

Provide transportation options that are affordable to build and operate

Objective

1. Provide transportation services that are affordable for Montgomery County and its partners to build and operate